

CALL FOR ARTISTS

ART ON THE CAMPUS 2016

Artwork Application



ARTIST INFORMATION					
Last Name		First Name		DBA	
Street Address				Apartment/Unit #	
City		State		ZIP	
Phone			E-mail		

ARTWORK INFORMATION							
<i>Please submit one application per piece of artwork.</i>							
Title							
Year Created		Purchase Value	\$				
Artwork Description							
Materials Used							
Dimensions	Height		Width		Depth		Weight
Method used to secure artwork to 4'x4' concrete pad							
How you heard about Art on the Campus Call for Artists							

PROFESSIONAL REFERENCES			
<i>Please list up to three professional references.</i>			
Full Name		Relationship	
Phone		Email	
Full Name		Relationship	
Phone		Email	
Full Name		Relationship	
Phone		Email	

ARTWORK IMAGES	
<i>Please submit 2-4 photos/drawings of the artwork entry (in JPEG or PDF format)</i>	
Number of Images Included	

Applications must be received by 5 p.m. CST on August 28, 2015.

Send an electronic copy to the following address: allison.ullestad@wdm.iowa.gov

If choosing to send a hard copy please mail to: **Art on the Campus * Attn: Allison Ullestad * P.O. Box 65320 * West Des Moines, IA 50265**

CALL FOR ARTISTS ART ON THE CAMPUS 2016

Exhibit Information



OVERVIEW

The West Des Moines Public Arts Advisory Commission and Parks and Recreation Department invite **regional artists (Iowa, Illinois, Minnesota, Missouri, Nebraska, Wisconsin, South Dakota)** to submit an Artwork Application to participate in the 4th annual Art on the Campus public art exhibit. Art on the Campus is a temporary outdoor exhibit, displayed on the West Des Moines City/School Campus from April to November each year.

EXHIBIT DETAILS

- Selected artists are paid a **\$1,500 stipend** for the use of their artwork.
- A selection panel will choose **up to 13** original works of art for installation.
- The artist retains ownership of their work and agrees to loan it to the exhibit. During the exhibit, the artwork will be covered under the City's insurance for the retail value of the artwork; however, artists must also carry standard insurance coverage. Artists are required to **provide proof of insurance** for the retail value of their artwork if selected.
- A **Grand Opening** event will be held on Thursday, April 28, 2016 at which members of the community, WDM City Council, WDM Parks and Recreation Advisory Board, and featured artists will be invited to celebrate the opening of the 2016 Art on the Campus exhibit. Invited guests will have the opportunity to view the selected works, and artists are asked to attend and give a brief oral description of their artwork.
- A **People's Choice** vote will be taken throughout the duration of the exhibit. When the exhibit is complete, the People's Choice artwork will be named and shared with the public.
- The Art on the Campus exhibit will be **aggressively promoted** in the local media. Marketing efforts will include but not be limited to:
 - An article in WDM Magazine (direct mailed to all WDM households and businesses)
 - News and information on the WDM City Web Site (www.wdm.iowa.gov)
 - WDM Parks and Recreation Department's Facebook and Twitter accounts (www.facebook.com/WDMPR and [@WDMParkRec](https://twitter.com/WDMParkRec))

**The City of West Des Moines reserves the right to photograph and reproduce images of the artwork on exhibit for promotional and educational purposes.*

EXHIBIT LOCATION

The West Des Moines City/School Campus is a centrally located area that is home to several facilities utilized by the community including an elementary school, freshmen high school, the WDM City Hall, the WDM Public Library and the WDM School District's Learning Resource Center. A half-mile walking trail encircles the centrally located pond. Selected works will be installed on 4' x 4' concrete pads that are located around the pond and adjacent to the walking trail.



INSTALLATION OF ARTWORK

Artists are responsible for all costs, equipment, and labor necessary for the delivery, installation and removal of their work and assume all risk and damage to their work before and during installation and during and after removal. Work not appropriate for installation onto a 4'x4' concrete base will not be allowed. Lighting and power will not be provided at the artwork locations. The artist shall affix their artwork to the concrete pad in such a way that non-authorized removal would not be possible.

SALE OF ARTWORK

Each selected piece of artwork must have a pre-determined purchase value or sale price that is set by the artist. If someone desires to purchase one of the displayed artworks 15% of the sales price will be paid to the West Des Moines Public Arts Advisory Commission. These funds will provide future funding of the Art on the Campus exhibit. The \$1,500 stipend provided to the artist is not part of any sales transaction. Artwork must remain on display throughout the duration of the exhibition.

ARTWORK CRITERIA

All artwork must be the original work of the artist (in concept, composition, and execution) and suitable for outdoor public display. Works will be selected by a selection panel comprised of WDM Public Arts Advisory Commission members and local citizens, artists, and business representatives. The following criteria will be used in the selection process:

Required Artwork Characteristics

- Artwork that is suitable for public viewing
- Artwork that displays high quality technical skill, imagination, and innovation
- Artwork that is suitable for outdoor display in adverse weather conditions
- Artwork that has soundness of construction, is durable, and is safe for viewing

Desirable Artwork Characteristics

- Artwork that creates a sense of discovery, surprise, and emotional connection
- Artwork that uses kinetic devices, optical effects, dynamic shapes, or bright colors to create a vibrant and interesting exhibit
- Artwork that is participatory
- Artwork that is whimsical, uplifting, and creative

**Decisions by the selection panel are final and not open to negotiation.*



People's Choice Winner 2013
"Circle of Life"



People's Choice Winner 2014
"Frequency"

ART ON THE CAMPUS 2016 EXHIBIT TIMELINE*

- | | |
|--|----------------------------|
| • Call for Artists issued | July 6, 2015 |
| • Artwork Applications due | August 28, 2015 |
| • Selection panel deliberations and recommendation | September 1-18, 2015 |
| • Public Art Advisory Commission approves recommendation | September 24, 2015 |
| • City Council approves recommendation | October 5, 2015 |
| • Notifications of selection to artists | October 6, 2015 |
| • Delivery and installation of artwork | April 4-15, 2016 |
| • Grand Opening event | April 28, 2016 |
| • Exhibit open to the public | April 15-November 15, 2016 |
| • Removal of artwork | November 16-30, 2016 |

**The City of West Des Moines reserves the right to change the project timeline.*